



## ***AOT in Action***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

### **A Message from Director Sherry Henry:**

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Good afternoon,

Since the signing of Senate Bill 1070, our office has received a number of inquiries about when these policies are to take affect and what types of documentation travelers will now need to visit Arizona. These policies will not be implemented until 90 days **after** the closure of this current Arizona State Legislative session.

Additionally, although nothing has changed pertaining to what identification residents and visitors need to travel within the Grand Canyon State, the following information can address the question: What type of documentation is needed to travel to and throughout Arizona?

According to the bill the following items are acceptable forms of identification:

1. Any valid United States federal, state or local government issued identification.
2. A valid tribal enrollment card or other form of tribal identification.
3. A valid passport.
4. A valid Arizona driver license.
5. A valid Arizona non-operating identification license.

If you want more information about this issue, please visit <http://azgovernor.gov/>.

Furthermore, for an industry perspective, the [Arizona Tourism Alliance](#) and the [Arizona Hotel & Lodging Association](#) have created a statement on behalf of the industry. To review it, please [click here](#).

On a more “*upbeat*” note – the grand opening of the Musical Instrument Museum (MIM) took place this past weekend! MIM is the world’s first global musical instrument museum and we’re thrilled to have this attraction in Arizona. The museum collects and displays more than 12,000 musical instruments from every country in the world to preserve, protect and share these musical gifts with future generations. Be sure to visit this [amazing attraction](#)!

Have a great week!

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## AOT News

### **Registration is Now Open for the 30<sup>th</sup> Annual Governor's Conference on Tourism**

The Governor's Conference on Tourism is Arizona's only all-industry educational and networking conference for members of the hospitality, travel and tourism industry. Take home practical ideas from the industry's top experts, hear the latest in hospitality and tourism, network with more than 500 fellow professionals, and learn about products and services from exhibiting sponsors. Registration and conference details are available online now. Questions? Call 602.265.2252 or email [info@aztourismconference.com](mailto:info@aztourismconference.com).

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## Upcoming Events & Activities

### **[AAA/CAA FAM Tour](#)**

**Date:** April 28 – May 2

**Location:** Glendale, Greater Phoenix Area, Grand Canyon and Wickenburg

### **[US Travel Associations International Pow Wow](#)**

**Date:** May 15-19, 2010

**Location:** Orlando, FL

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## Industry News

### **Marriott Turns Corner on Business Travel**

Despite an early rebound in Marriott International's business travel that produced a first quarter profit, some industry observers say it's too early to predict "a full-blown recovery," the Wall Street Journal reported. The giant hotel firm logged a 16% gain in business travel in North America for its Marriott Hotels & Resorts brand, paving the way for rate increases by year end starting in Boston. Next will be Washington, D.C., New York, London and Amsterdam. Marriott's expecting a 3% to 6% increase in revenue per room for North America and a 4% to 7% boost in revpar elsewhere. First quarter profit totaled \$83 million versus a \$23 million net loss in the same 2009 quarter as revenues surged 5.4% to \$2.36 billion. Smith Travel Research has updated its forecasts to a flat revpar in 2011 and a 5.4% gain next year. *(Pages B5, Wall Street Journal; A16, Washington Post; AP; www.BTNOnline.com)*

### **Merger Talks Break Off Between Two Big Carriers**

The 10-year on-again, off-again merger discussions between USAirways and United Airlines have broken off again, reports the Philadelphia Inquirer. The carriers have been carrying on talks for almost 10 years starting in 2001, then in 2008 and resuming in recent months. If consummated, the merger would have created the world's second largest airline in traffic after Delta Air Lines that previously merged with Northwest. USAirways will now remain independent, said CEO Doug Parker. One concern was that Philadelphia would lose its role as the new carrier's hub and that some international flights might shift to Washington Dulles International. Speculation on mergers now focuses on a United-Continental combination. (*www.Philly.com/Business; www.LATimes.com/Business; www.Chron.com; www.TravelAgentCentral.com, 4/22; Pages A13, Washington Post; B1, Wall Street Journal, 3B, USA Today; 1, sect. B, New York Times*)

### **Tourist-starved states find creative ways to promote visitors**

In Alabama, tourist officials are promoting "The Year of Small Towns and Downtown's" campaign. But virtually all US states are struggling to find ways of perking up visitor numbers. "As states across the USA struggle with declining revenues, many are trying new approaches to attract tourist dollars," reports USA Today. Total travel expenditures in the US, including international travelers, were down nine percent last year, according to the US Travel Association. The Association is estimating a 4.8 percent increase in 2010. "It will take us a while to get back to the travel volume we saw before 2009," said Suzanne Cook, a travel expert with the association. She added: "That's why it's so important for state tourism efforts to be more innovative. You have to offer something unique to attract that visitor who is looking for more value." In Alabama, 215 communities will be hosting events ranging from Mayberry Days in Graysville to Riverfront Market Day in Selma to Mule Day in Gordo, said Edith Parten, communications director of the Alabama Tourism Department. The participants range in size from Mooresville, population 54, to Birmingham, the state's largest city with about 230,000 residents. "We wanted to give small towns a chance to be in the spotlight," Parten told USA Today. "So from March through December we will be showing what our smaller towns have to offer. The campaign also includes downtowns, so that will bring in our larger cities like Birmingham, Montgomery and Mobile." Tourism is big business in Alabama, generating USD\$8.9 billion in 2009. But that was down from USD\$9.6 billion in 2008, state figures show. Other states and areas are adopting various strategies including promotions aimed at green tourism (Oklahoma); heavy use of social media (Michigan); and promoting various activities ranging from outdoor to museum tours (North Dakota). (*TravelMole, April 29*)

### **Arizona Board Votes to Reopen Lyman Lake and Tubac Presidio State Parks**

Two state parks got new life Wednesday when the Arizona State Parks Board approved partnerships with local officials, but the board's chairman said such efforts will be in vain if the Legislature keeps slashing the agency's budget.

"I just am furious at this anti-feeling toward state parks, and all the money we generate through taxes and in these rural communities is being taken away," Reese Woodling said as the board discussed a revised budget and plans for Lyman Lake State Park and Tubac Presidio State Historic Park.

On Wednesday, the board approved letting Santa Cruz County operate Tubac, the oldest state park, which was targeted for closure. Apache County will provide \$40,000 to reopen Lyman Lake, which is south of St. Johns, from late May through early September.

Local governments and community groups told the board they hope to strike similar agreements for Alamo Lake, Lost Dutchman, Picacho Peak and Red Rock state parks by May.

But Arlan Colton and other board members said all of this work will be for naught if the agency loses one of its few profitable parks — Lake Havasu — to its namesake city in a long-term lease. That would be the effect of a bill proposed by Sen. Ron Gould, R-Lake Havasu City.

"This bill is a slap in the face to all those people around the state working cooperatively to save the state parks that don't make money," Colton said. "Lake Havasu, which does make money, cannot only support itself but can also support the park system."

Lake Havasu City officials, who are proposing paying the state \$50,000 a year over a 25-year lease, said they fear Arizona State Parks cannot provide adequate and stable funding for their city's biggest attraction. (*Cronkite News Service; the Arizona Republic, April 22*)

### **SAVE the DATE: Arizona Highways Travel Show – May 22 & 23**

The Arizona Highways Travel Show provides an opportunity for communities, along with industry-related organizations and companies to promote their tourism destinations directly to potential customers in the Phoenix market.

The Arizona Highways Travel Show had an extremely successful inaugural show last year and looks to build upon that success. More than 100 exhibitors participated in last year's event where more than 3,000 attendees were looking for travel locations and things to do in the summer and fall in Arizona.

#### **Show Details:**

Arizona Highways Travel Show  
Phoenix Convention Center – Hall F  
May 22 & 23, 2010  
10:00 a.m. – 5:00 p.m.

To register for a booth at the show:

[www.arizonahighwaytravelshow.com](http://www.arizonahighwaytravelshow.com)

Booth prices start at: \$650.00 – ***opportunities to share a booth are available***

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